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JANUARY 26, 2003
FOR IMMEDIATE RELEASE

FEBRUARY 2004 SMALL BUSINESS
SEMINARS

How To Create A Winning Business Plan

Learn what is at the heart of a winning business plan.
Find out how to focus your thoughts into a convincing business case.
Make your business plan stand out from the crowd.
Understand how to maximize value creation and win against the competition.
Package your thoughts in a cohesive, well-organized document.

Tuesday, February 17, 7:00pm - 10:00pm
American Red Cross Center

1925 Monroe Drive (Off I-85) 2nd Fl. Conference Room

Fee: \$40 pre-registered / \$50 at the door

Register at www.scoreatlanta.org or 404-331-0121

How To Start A Successful New Business **Essential Information To Help You Succeed**

From first idea to first dollar, business development case studies will outline the right way to launch a business or tune up an existing one.
Learn how to determine how much money is needed to open a business and sustain it over the startup period.
Explore initial marketing concepts to full scale plans, with a focus on how to mount cost-effective promotions that result in profitability.
Study basic business legal issues and government requirements as well as the steps needed to protect your interests.

Wednesday, February 18, 9:30am - 4:00pm
SBA Georgia District Office, Peachtree Center
233 Peachtree St., N.E., Atlanta — Harris Tower, Suite 1900
Fee: \$55 pre-registered / \$65 at the door

Register at www.scoreatlanta.org or 404-331-0121

Financing Your Small Business

The Path To A Lending Source

!How to secure funding for startups and ongoing businesses — with each monthly seminar modified to address specific interests and needs of pre-registered participants.

!The most effective way to obtain Small Business Administration (SBA) Guaranteed Loans, including a review of the bank decision and underwriting process.

!How loan and venture investor decisions are made — what crucial questions you must answer, including the importance of credit reports

!Business plan preparation review and discussion of what yours must contain to facilitate positive funding decisions.

!Tapping non-traditional funding sources including: Angel Investors, Seed Capital, Venture Capital, factoring, vendor and user financing, leasing, merchant banking.

Tuesday, February 24, 10:30am–12:30pm

SBA Georgia District Office

233 Peachtree Street, 1900 Harris Tower, Atlanta (Peachtree Center)

Fee: \$40 pre-registered / \$50 at the door

Register at www.scoreatlanta.org or 404-331-0121